

Maheshwari RK, Jawalker S, Jahan F, Patel S, Mehtani D. Application of mixed-hydrotrophy in titrimetric analysis of aceclofenac bulk drug sample. *Bull. Pharm. Res.* 2011;1(1):44-6.

**Abstract:** The present investigation includes the enhancement of solubility of aceclofenac by more than 1155 fold in (20% *N,N*-dimethyl urea + 20% sodium citrate) solution as compared to solubility in distilled water, utilizing the concept of mixed-hydrotrophy. Mixed hydrotropic solution was employed to solubilize a poorly water-soluble drug - aceclofenac, in bulk to carry out titrimetric estimation precluding the use of organic solvents which are toxic, eco-pollutant and costlier. Statistical data proved the accuracy, reproducibility and the precision of the proposed method. The proposed method of analysis is new, rapid, simple, cost-effective, eco-friendly, safe, accurate and reproducible. The presence of hydrotropic agents (*N,N*-dimethyl urea and sodium citrate) did not interfere in the titrimetric analysis.

**Key words:** Mixed-hydrotrophy, Aceclofenac, Titrimetry, *N,N*-dimethylurea, Sodium citrate.

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